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PATENT

Attorney Docket No.: 162

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Yaron REICH GROUP NO.: 3622  
SERIAL NUMBER: 10/587,002 CONFIRMATION NO: 2951  
FILING DATE: 20-Jan-05 EXAMINER: John W. VAN  
BRAMER  
TITLE: LBS NOWCASTING SENSITIVE ADVERTISING AND  
PROMOTION SYSTEM AND METHOD

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. § 1.8

Sir:

I hereby certify under 37 C.F.R. § 1.8 that the enclosed correspondence is being  
facsimile transmitted to the USPTO on the date indicated below to 1-571-273-8300,  
including this page and 3 pages of Power of Attorney, for a total of 4 pages.

Respectfully submitted,

Date: 17 September 2008  
Customer No. 77345  
Reg. No. 40,000  
Tel. No. (301) 952-1011  
Fax No. (301) 952-9023

  
D'vorah Gracser  
Agent for Applicant  
Dr. D. Gracser Ltd  
9003 Florin Way  
Upper Marlboro, MD

Attachment

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PATENT

Attorney Docket No.: 162

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT:	Yaron REICH	GROUP NO.:	3622
SERIAL NUMBER:	10/587,002	CONFIRMATION NO:	2951
FILING DATE:	20-Jan-05	EXAMINER:	John W. VAN BRAMER
TITLE:	LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD		

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

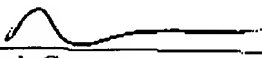
**TRANSMITTAL OF POWER OF ATTORNEY WITH REVOCATION OF  
PREVIOUS POWER OF ATTORNEY**

Sir:

This paper is being submitted together with a new Power of Attorney (with revocation of previous powers) which is signed by the Assignee of record of the patent application. Please record the undersigned as the Agent of record for the present application.

Respectfully submitted,

Date: 17 September 2008  
Customer No. 77345  
Reg. No. 40,000  
Tel. No. (301) 952-1011  
Fax No. (301) 952-9023

  
D'vorah Gracser  
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Dr. D. Gracser Ltd  
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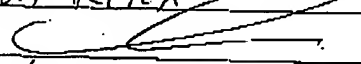
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<b>REVOCATION OF POWER OF ATTORNEY WITH NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS</b>		Application Number		10/587,002	
		Filing Date		20-Jul-2006	
		First Named Inventor		Yaron REICH	
		Art Unit		3622	
		Examiner Name		VAN BRAMER, JOHN W.	
		Attorney Docket Number		162	
I hereby revoke all previous powers of attorney given in the above-identified application.					
<input checked="" type="checkbox"/> A Power of Attorney is submitted herewith. OR <input type="checkbox"/> I hereby appoint the practitioners associated with the Customer Number: _____					
<input checked="" type="checkbox"/> Please change the correspondence address for the above-identified application to: <input checked="" type="checkbox"/> The address associated with Customer Number: 77345 OR					
<input checked="" type="checkbox"/> Firm or Individual Name		Dr. D. Graeser Ltd. c/o Discovery Dispatch			
Address		9003 Florin Way			
Address					
City		Upper Marlboro	State	Maryland	Zip 20772
Country		USA			
Telephone		1-301-952-1011	Fax	301-952-9023	
I am the: <input type="checkbox"/> Applicant/Inventor. <input checked="" type="checkbox"/> Assignee of record of <input checked="" type="checkbox"/> the entire interest. <input type="checkbox"/> less than the interest.					
See 37 CFR 3.71. Statement under 37 CFR 3. 73(b) is enclosed. (Form PTO/SB/96)					
<b>SIGNATURE of Applicant or Assignee of Record</b>					
Name		Yaron Reich			
Signature					
Date		9/9/08	Telephone	+972-9-9571219	
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.					
<input type="checkbox"/> * Total of _____ forms are submitted.					

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to lie (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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## STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Yaron REICHApplication No./Patent No.: 10/587,002 Filing/Issue Date: 20-Jul-2008Title of Application: LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHODNOOLY TECHNOLOGIES LTDa corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is,

- 1 ☒ the assignee of the entire right, title, and interest; or
- 2 ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ % in the patent application/patent identified above by virtue of either.
- A ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 018138, Frame 0278, or for which a copy thereof is attached.

OR

- B ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.  
(NOTE: A true copy of the original assignment must be submitted to the Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08)

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee

16.9.08

Date

+972-9-9531219

Telephone number

YARON REICH

Typed or printed name

Signature

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 38 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the accuracy of this you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1400, Alexandria, VA 22313-1400. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1400, Alexandria, VA 22313-1400.

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